

Press Release

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Subex lands 21 new OSS deals in North America

Demand for OSS solutions increases as automation and best-practices continue to deliver strong ROI and improved operational efficiencies

Bangalore, INDIA: Subex Limited, a leading global provider of Operations Support Systems (OSS) for communications service providers, today announced that it secured 21 new North American OSS deals during the past 11 months. The majority of North American new business came from Tier-One providers who selected Subex to satisfy a mix of Fulfillment and Assurance and Revenue Management needs.

“We continue to realize many synergies with the integration of the Syndesis Fulfillment products as we deliver OSS transformation solutions to many of the world’s largest and most sophisticated service providers – including Service Provisioning, Order Management, Revenue Assurance, Fraud Management, Interparty and Cost Assurance, and Data Integrity Management deployments,” said Greg LeNeveu, President – Americas, Subex Ltd. “This momentum and continued market traction positions Subex as an essential supplier of OSS solutions that deliver on the promise of operational dexterity.”

Subex offers the industry’s broadest range of OSS software solutions for world-class Revenue Maximization and Service Fulfillment programs. It is the market leader in Revenue Management solutions, enabling service providers to dramatically reduce risks to the revenue chain by controlling multiple causes of revenue leakage, promoting operational efficiency and, hence, higher profitability.

Through its award-winning Syndesis Service Fulfillment solutions, Subex enables service providers to quickly and easily define, create and activate new, high-margin services, resulting in sustained competitive advantage through enhanced service agility. The company also has pioneered the concept of the Revenue Operations Center (ROC), which empowers a service provider to understand how operations and process performance directly affect its margins and to take action to ensure competitive advantage.



Subex attributes its latest success to several factors, including its ever-increasing refinement of OSS best practices that are based on production-proven implementations and the growth of the Revenue Management and Service Fulfillment OSS sectors. In addition, service providers have moved from a healthy awareness of Revenue Assurance programs, for example, to a commitment to developing full teams and initiatives aimed at maximizing revenues.

The company also points to its ability to identify and adapt to the unique needs of its diverse, global customer base as a distinct advantage. “Some of our customers want the ability to customize our solutions to their specific needs and manage them internally, while others prefer to take advantage of our managed service offerings,” LeNeveu explained.

Through its acquisitions of Azure Solutions and Syndesis, Subex offers a pragmatic and production-proven path to operations transformation, offering a lower-risk approach to automating key processes and migrating to next-generation services. Leading service providers around the world turn to Subex to transform operations, adopt lean and agile operating principles and achieve sustainable profitability.

“The growth and momentum we have achieved during the past year in North America is a testament to all Subexians and our partner customers that are working together to spur innovation and positive change within their organizations,” said Subash Menon, Founder Chairman, Managing Director & CEO, Subex Ltd. “The drive for OSS transformation is having a profound impact for telecom operators and the growth in deal flow illustrates the industry-wide commitment to becoming more streamlined, agile and efficient.”

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About Subex Limited

Subex Limited is a leading global provider of Operations Support Systems (OSS) that empowers communications service providers to achieve competitive advantage and deliver new service experiences to subscribers. The company pioneered the strategic concept of the Revenue Operations Center (ROC) – a centralized framework for end-to-end control of a service provider’s revenue and costs, fostering operational dexterity for sustained profitability.

Subex's software portfolio powers the ROC and its best-in-class solutions enable new service creation, operational transformation, subscriber-centric fulfillment, provisioning automation, revenue assurance, cost management, data integrity management, fraud management and interconnect/interparty settlement.



Subex's customers include 32 of the world's 50 largest service providers. The company has more than 150 installations across 60 countries.

For more information please visit www.subexworld.com.

Forward Looking and Cautionary Statements

Certain statements in this release concerning Subex's products, strategy and future growth prospects are forward-looking statements, which involve a number of risks, and uncertainties that could cause actual results to differ materially from those in such forward-looking statements. The risks and uncertainties relating to these statements include, but are not limited to, market acceptance of Subex's products and services, Subex's ability to implement its growth strategy, competition in Subex's areas of business and general economic conditions affecting the telecom industry.

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